

Top Questions

1. What is the Portals Affiliate Program?

AliExpress offers a great platform for affiliate marketing, also known as the Portals Affiliate Program. Through our program, which is completely free, you can get banners and links to promote products and sellers on AliExpress. Once a link or banner is placed on your site (this can be a website, blog, forum, social media page, direct email, or any other online channel) you can start earning already. If visitors of your site click through to AliExpress and make a purchase, you will receive a commission for this.

2. How does Portals track transactions?

We track completed transactions by using cookies. If a buyer, who came through your site, makes a purchase on AliExpress, you will receive a commission. However, if he deletes his cookies, we will not be able to track the transaction.

3. How long is the cookie tracking period?

AliExpress uses session based tracking after a visitor was directed to AliExpress through your affiliate link.

4. How to add custom tracking strings to your affiliate links?

To add custom tracking strings to your affiliate links simply add to a question mark “?” to the end of any affiliate link, followed by the extra parameters.

This is how an affiliate link will look like (WITH custom tracking strings): <https://s.click.aliexpress.com/e/abcD12345?af=001&cn=002&cv=003&dp=abc>

The components and parameters of this link are:

1. Affiliate link

Your default affiliate link might look like this (this link can be obtained from our portal or via API)
<https://s.click.aliexpress.com/e/abcD12345>

2. Custom tracking strings

You need to add these custom strings at the end of the affiliate link. We will record them and you will be able to see after export from “Live Order Tracking Report”.

af: your unique sub affiliate tracking id. Without “af”, the report will be a cluster of data.

cn: Your unique campaign id

cv: Your creative id, this is for you to identify the banner or textlink or whatever format you’ve chosen for your campaign.

dp: Dynamic parameter. You can customize your tracking characters

The custom tracking strings (af, cn, cv, dp) cannot be changed to different names, but you can choose to use one or two or all of them, based on your tracking needs.

5. Where to see my tracking results?

1. Login to AliExpress Portal
2. Go to [Reports]
3. Click on [Live Order Tracking]
4. Select the specific details of each measurement (i.e. Order Date/ Transaction Date, Tracking ID, Promotion Type, Live Order Status)
5. Click on [Export]
6. The custom tracking strings will be recorded in the csv file.

6.How high is the commission rate?

The Portals Affiliate Program offers minimum 8% commission. For more information, please click [here](#)

7.What support does AliExpress.com provide?

We provide a wide range of effective promotional materials for our affiliates: text links, banners, data feeds, themed promotions, API and much more. You can sign in here: <https://portals.aliexpress.com> and go to “Ad Center” to get promotional materials

In addition, we provide customized materials on request. Please feel free to contact us anytime at: affiliates@service.alibaba.com

8.Where can I place the links to promote AliExpress?

- A. In online chat programs: you can send the links directly to your friends during your online conversations.
- B. In personal blogs: you can publish a link or banner which is related to the subject of your blog. Let's say you love writing about cars, then banners that promote car accessories will probably have a high click-through rate.
- C. On forums: this also is a very good place to promote products that are related to the visitor's interests. You can post your links in a thread comment while recommending the products with a personal message.
- D. On your own website: you can for instance start your own shopping guide in which you recommend products which can also be found on AliExpress, including link and banners.
- E . Finally, you could recommend AliExpress to friends and colleagues who might be interested in our products. You can share banners and links through email, Facebook, or any other social media.

9.What marketing methods are acceptable?

Partners can promote AliExpress.com via content sites and website reviews that are geared towards small business owners or towards users who are looking to purchase low MOQs (Minimum Order Quantities) or small lots for wholesale. SEM (Search Engine Marketing) is also acceptable (excluding trademarked keywords). All other marketing methods will need to be approved by AliExpress.com in advance.

10.If a purchase is made for Product B via a promotional link intended for Product A, will the commission still be paid out?

Yes, we count the commission based on the final order. E.g. If you promote Product A while the

transaction completed is for Product B, we will still provide you with the commission for the order.

11. Where can I find my records?

AliExpress Portals allows you to generate order reports, income reports, traffic reports, and live order tracking.

12. When and how do I get paid?

When the order is completed on our site, we will send sales data to the system. A completed order means the buyer is satisfied with the purchase and releases payment to the seller within 60 days from the original purchase date.

13. Why is the commission under completed orders different from the account balance?

The account balance is updated between 2 and 4 weeks, which will then refresh the system, and you will be able to view your correct account balance.

14. When can I withdraw my commission?

You can withdraw your commission anytime. In order to withdraw your commission, the balance of the commission must exceed US \$16. Please note that there is a US \$15 processing fee for withdrawals.

15. What kind of payment methods do you support?

Currently we only support international bank transfers.